

FIG. 1

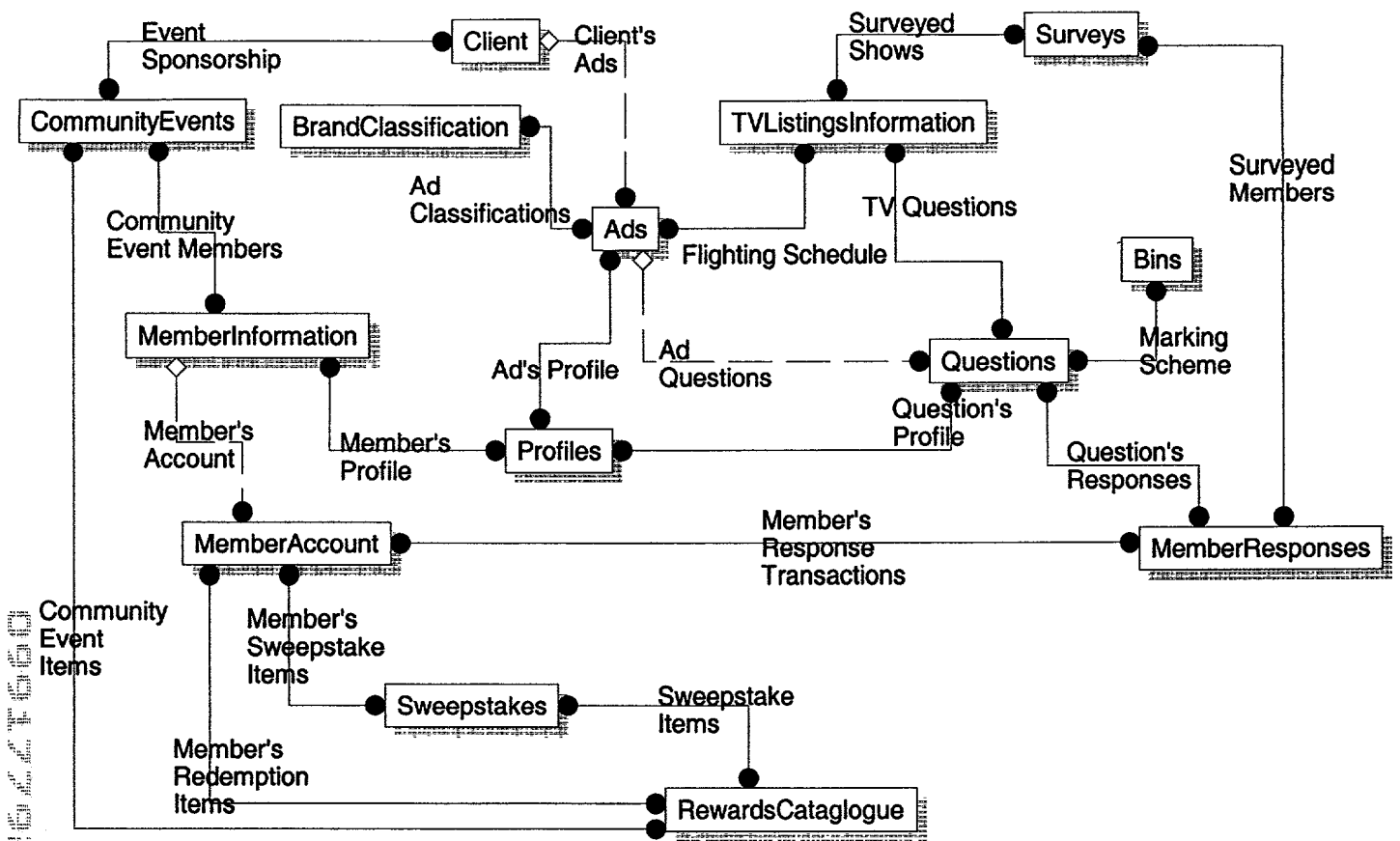


FIG. 2

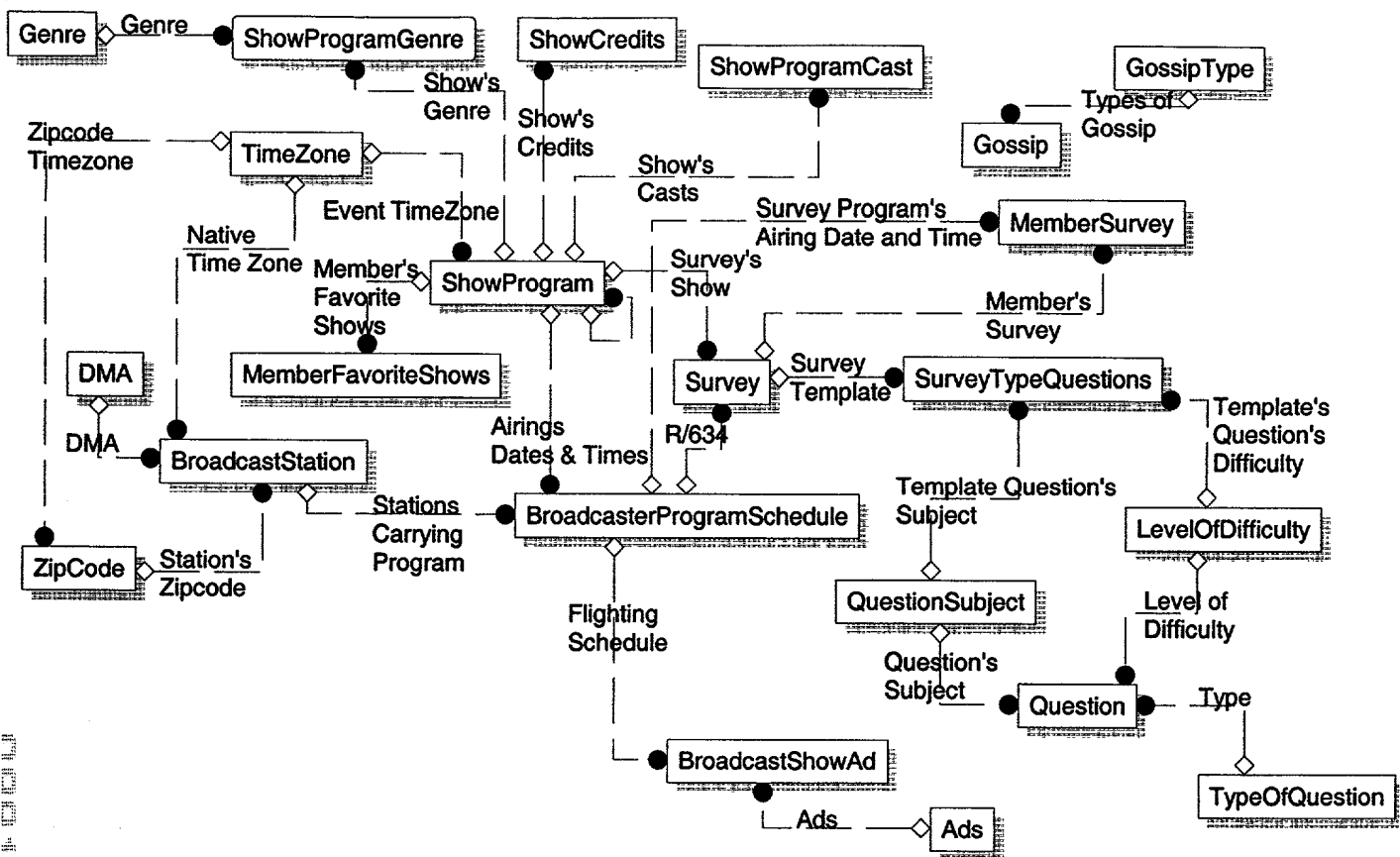
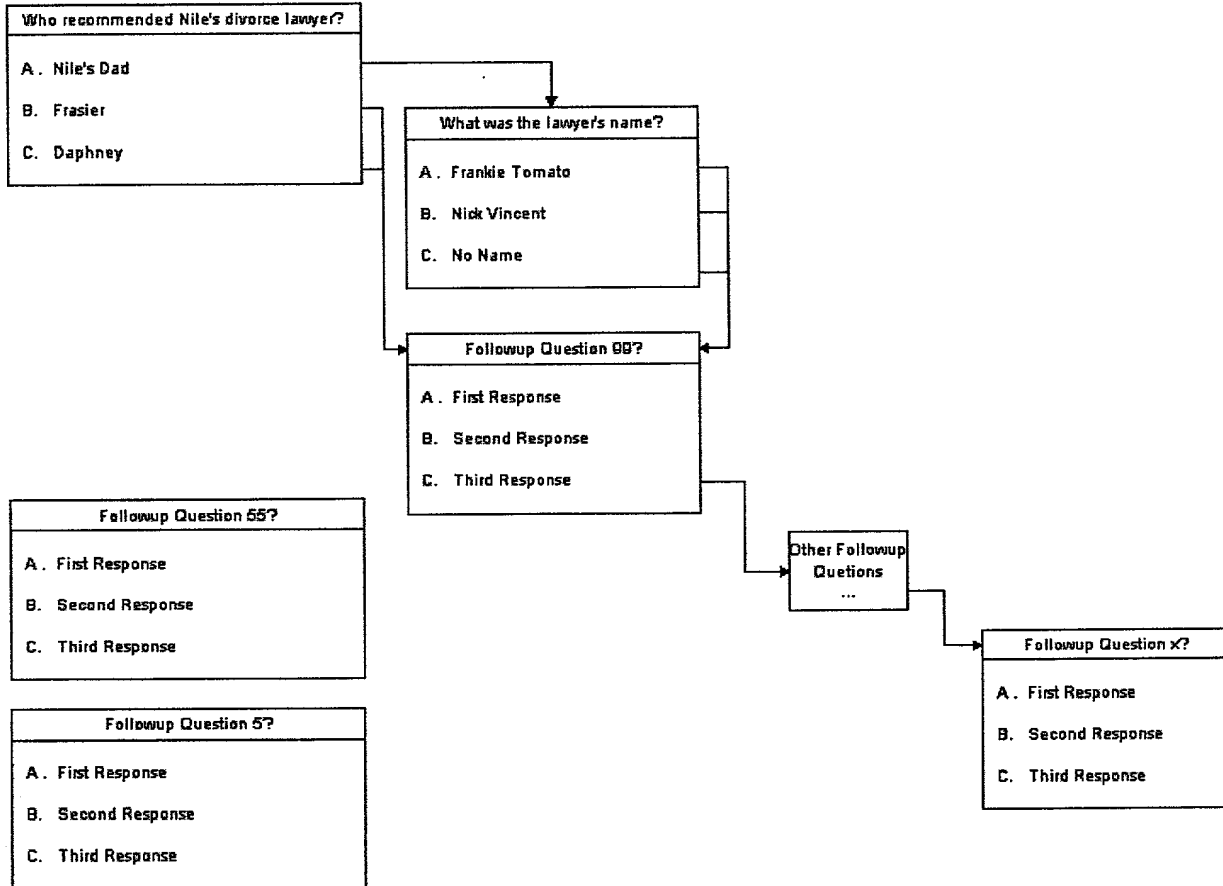


FIG. 3

Atomic Level Questions

Followup Level Questions



NB: Followup questions can themselves be the start of an Atomic Level Question

FIG. 4



Member 15,124

Question:
Do you remember which pasta Ad aired during
the airing of the show?

Responses:

- a) Ragu
- b) Premo
- c) Seven Brothers
- d) Raos

Member 15,124 adds 0



Member 59,987

Question:
Do you remember which pasta Ad aired during
the airing of the show?

Responses:

- a) Ragu
- b) Premo
- c) Seven Brothers
- d) Raos

Member 59,987 adds 1



Member 567

Question:
Do you remember which pasta Ad aired during
the airing of the show?

Responses:

- a) Ragu
- b) Premo
- c) Seven Brothers
- d) Raos

Member 567 adds 0

Brand
Retention Bin



Member 13,001

Question:
Do you remember which pasta Ad aired during
the airing of the show?

Responses:

- a) Ragu
- b) Premo
- c) Seven Brothers
- d) Raos

Member 13,001 adds 1

NB: Analyzing the results: 2 recalled the Ad and 2 Did not. Of the 2 correct responses, 1 was male and 1 was female. Future analysis can be conducted to review, for example, those Member's income level and/or marital status.

FIG. 5

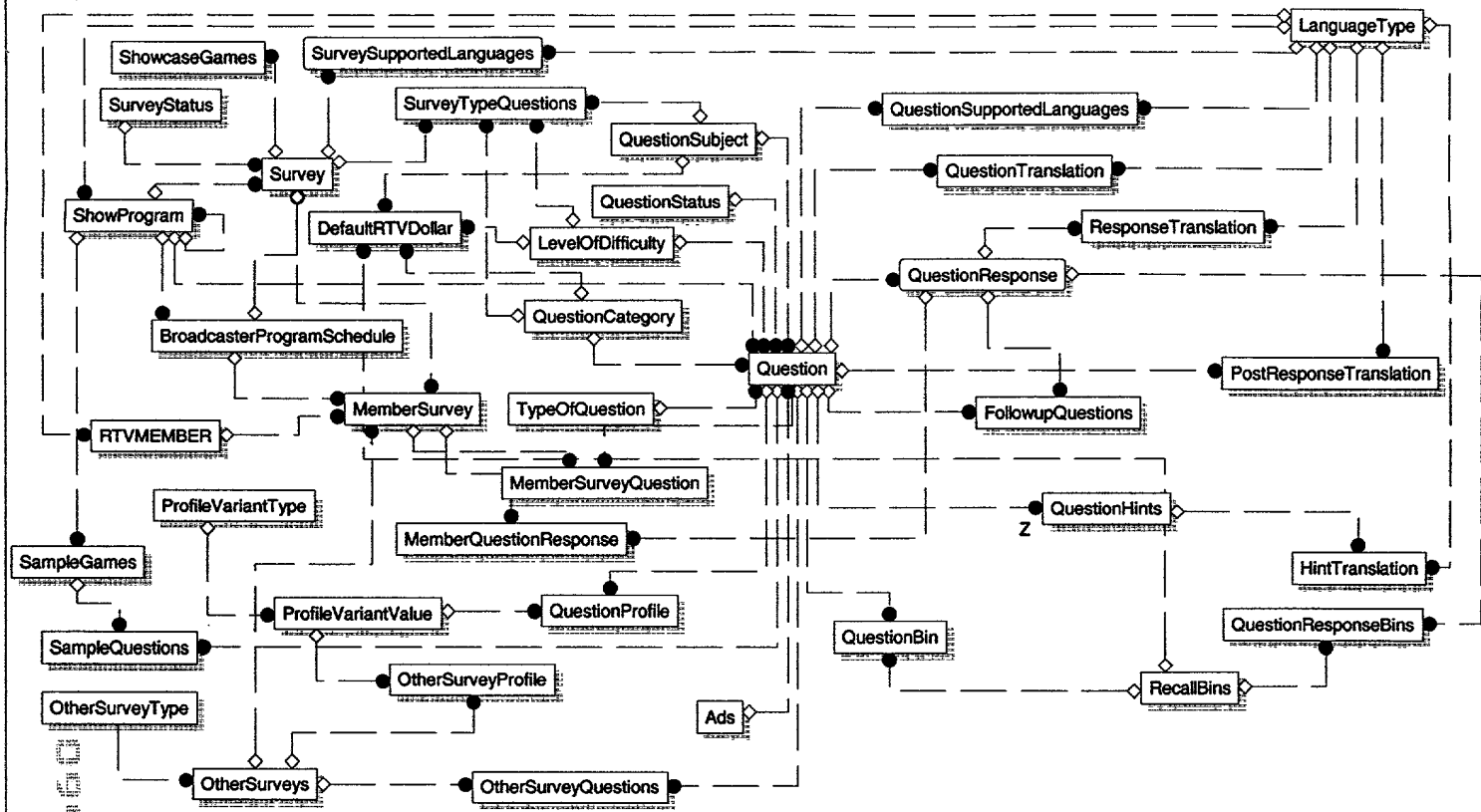


FIG. 6

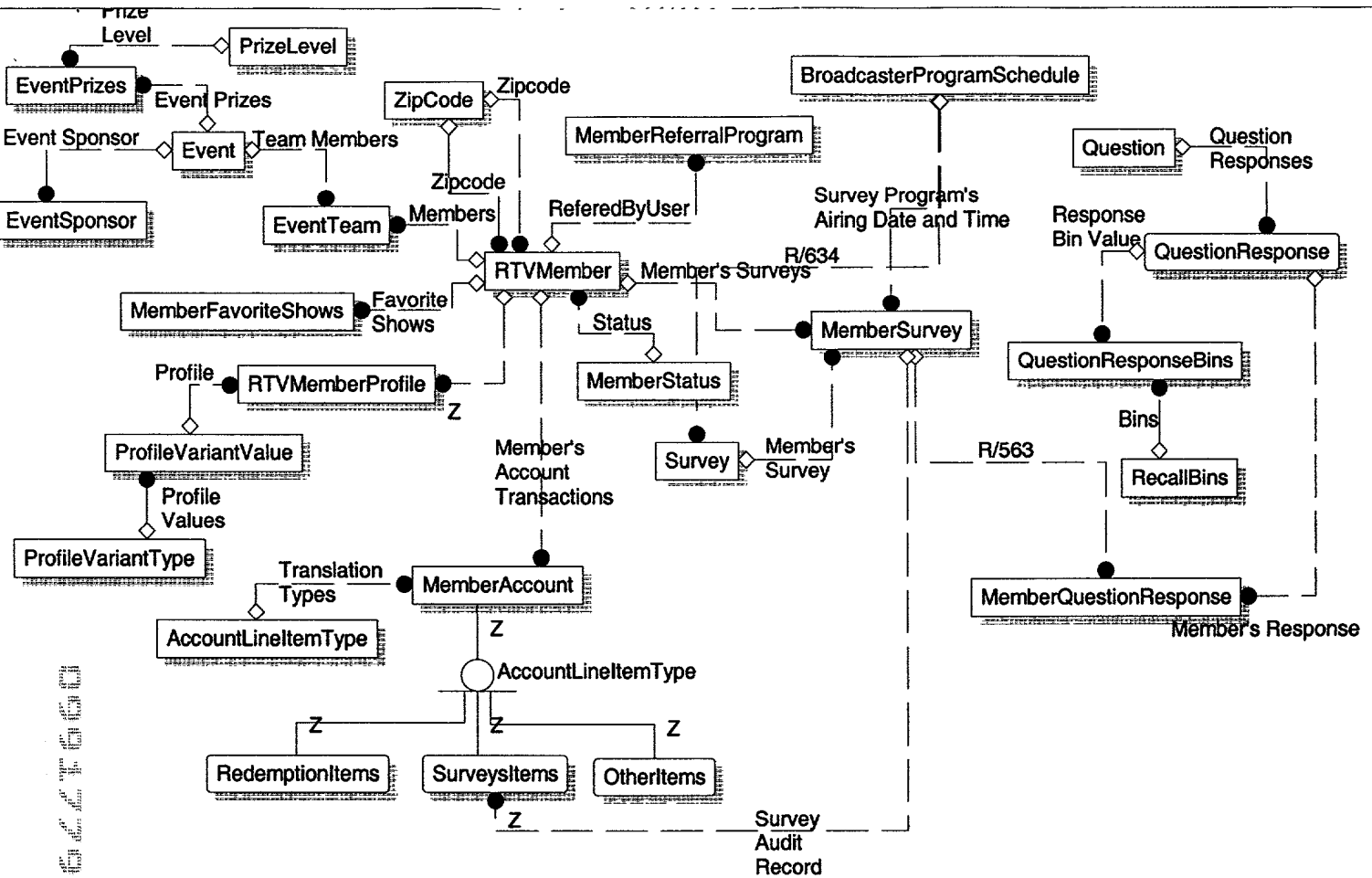


FIG. 7

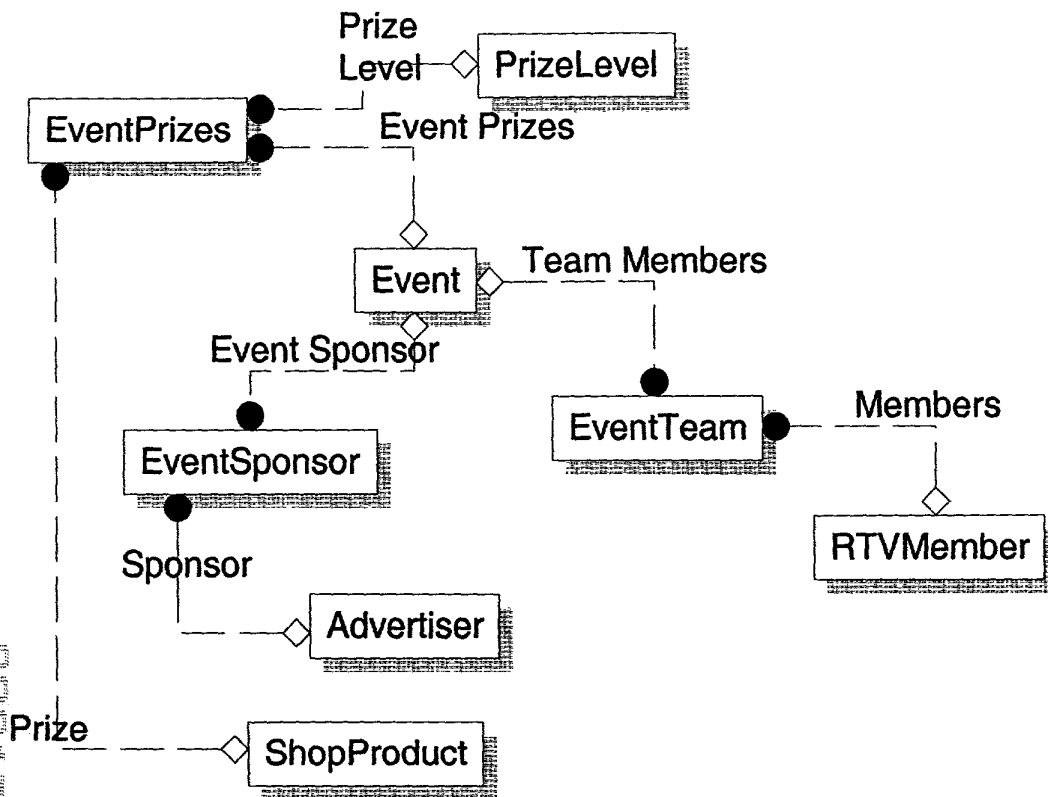


FIG. 8

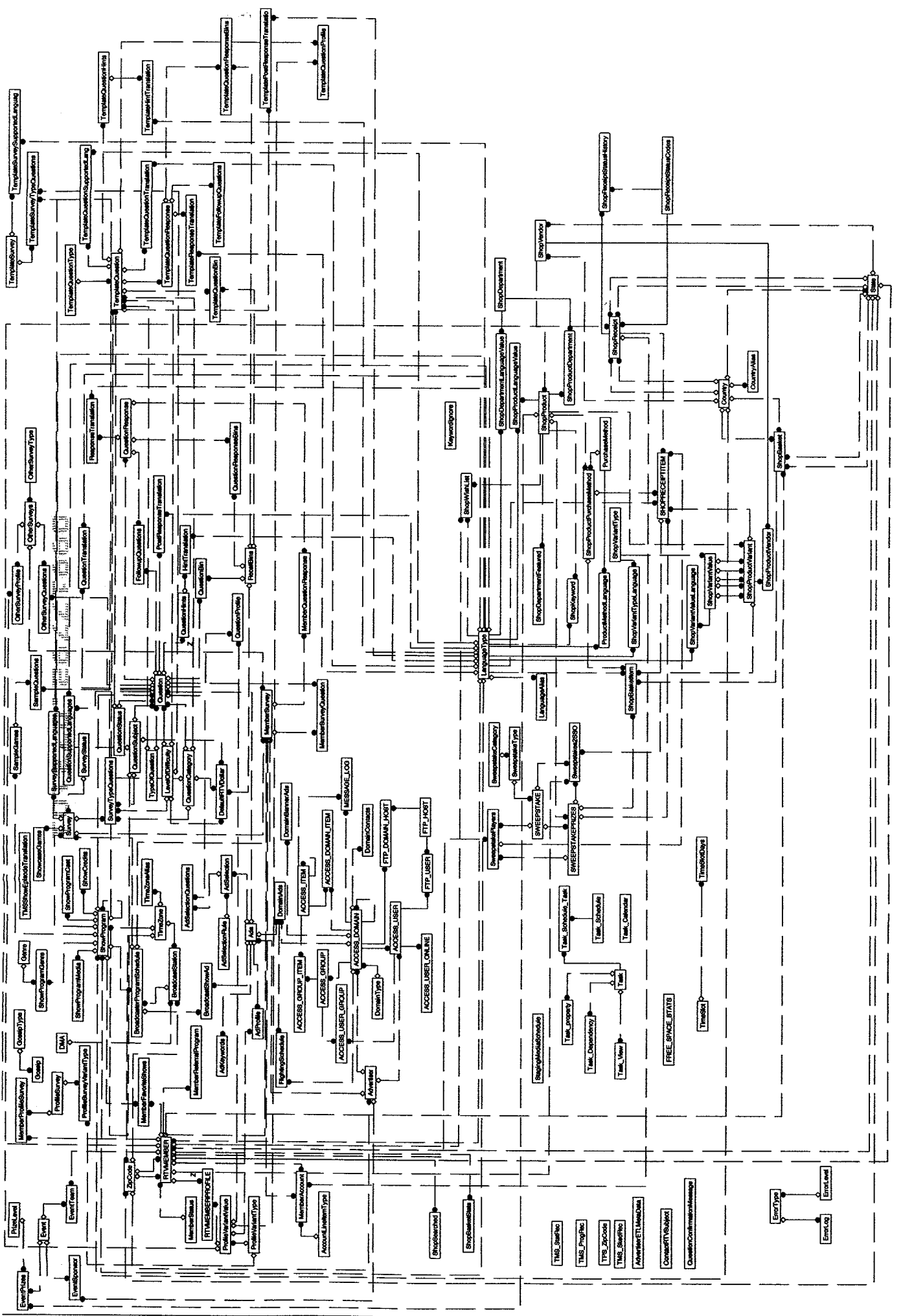


FIG. 10

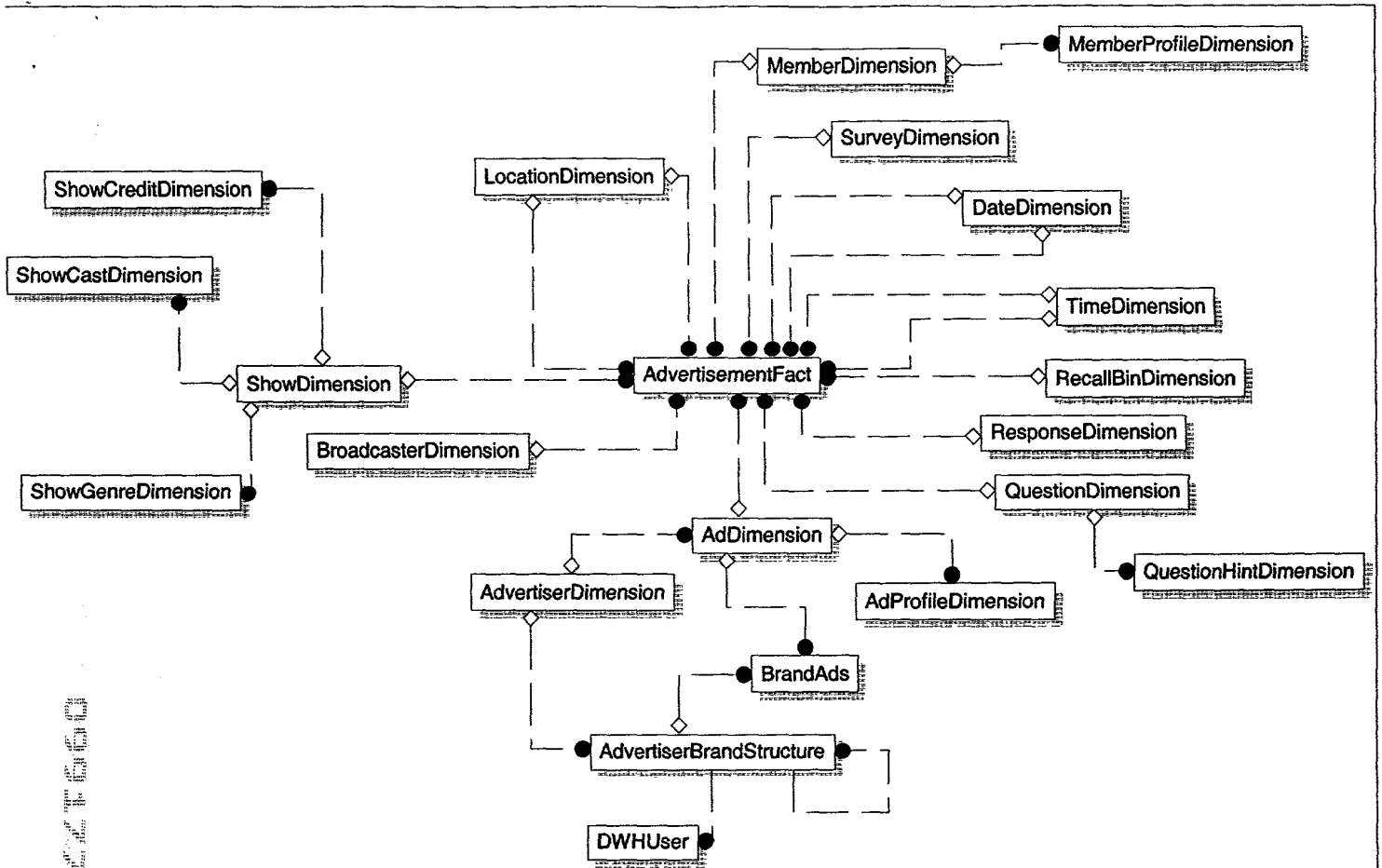


FIG. 12

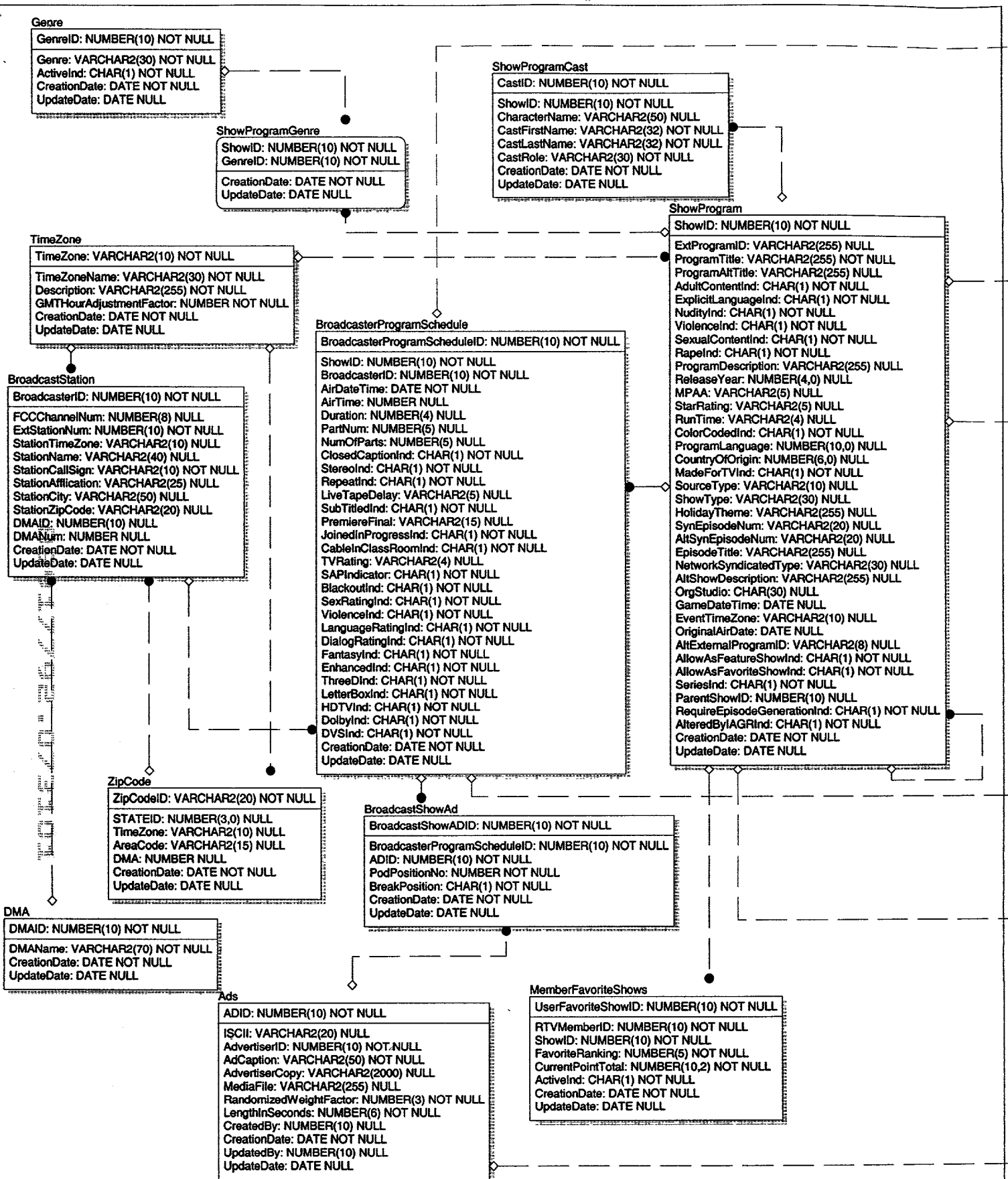


FIG. 13a

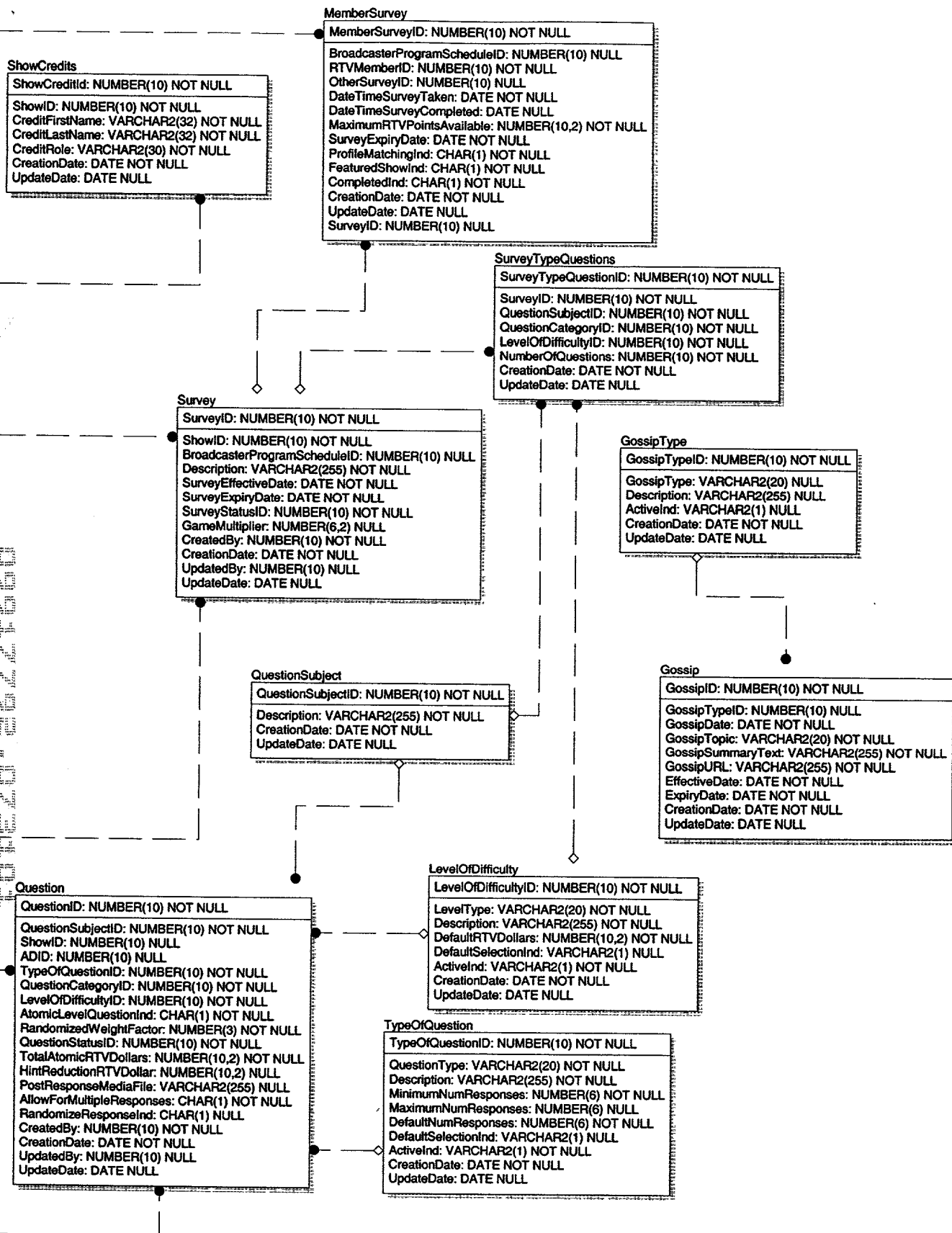


FIG. 13b

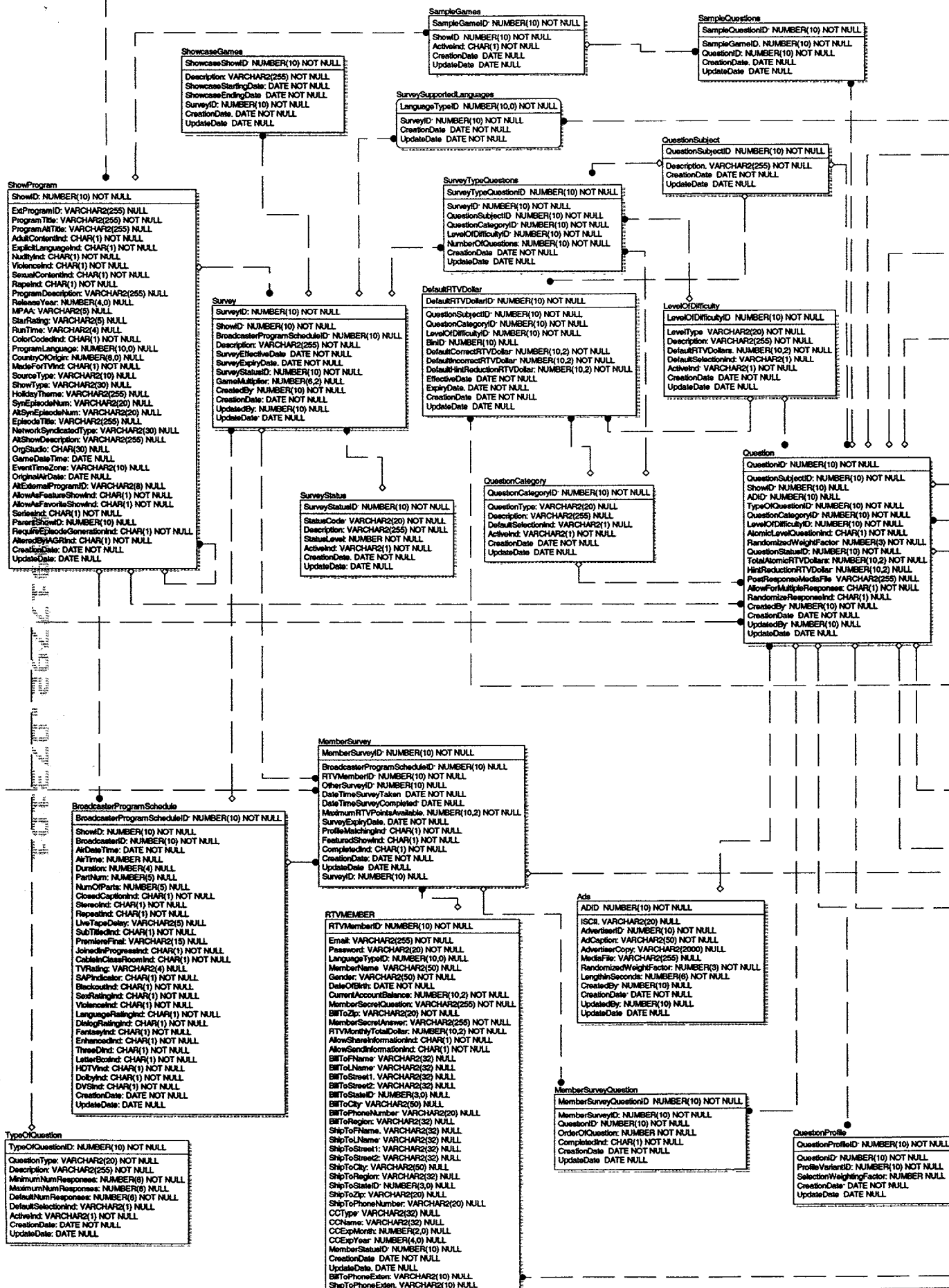


FIG. 14a

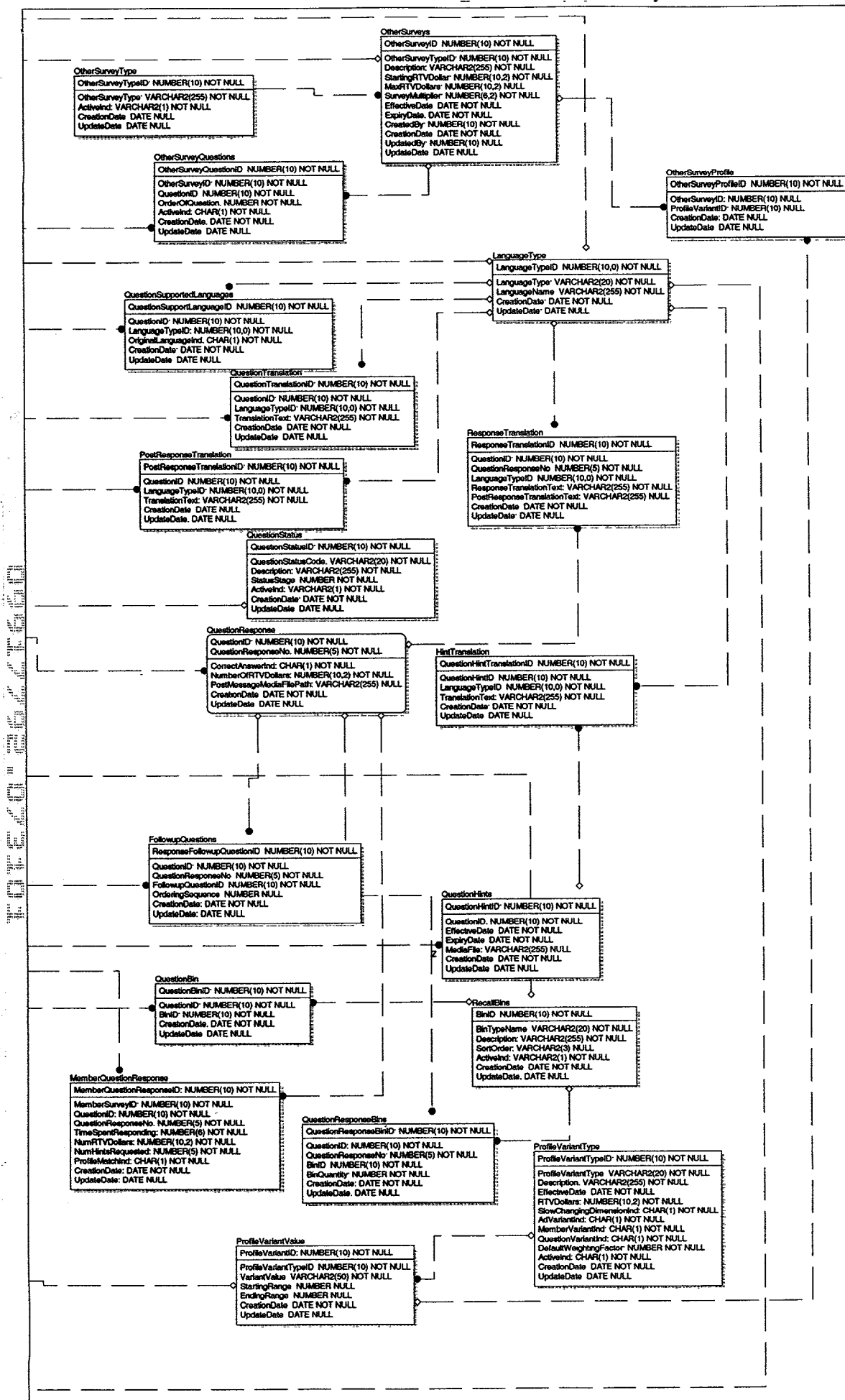


FIG. 14b

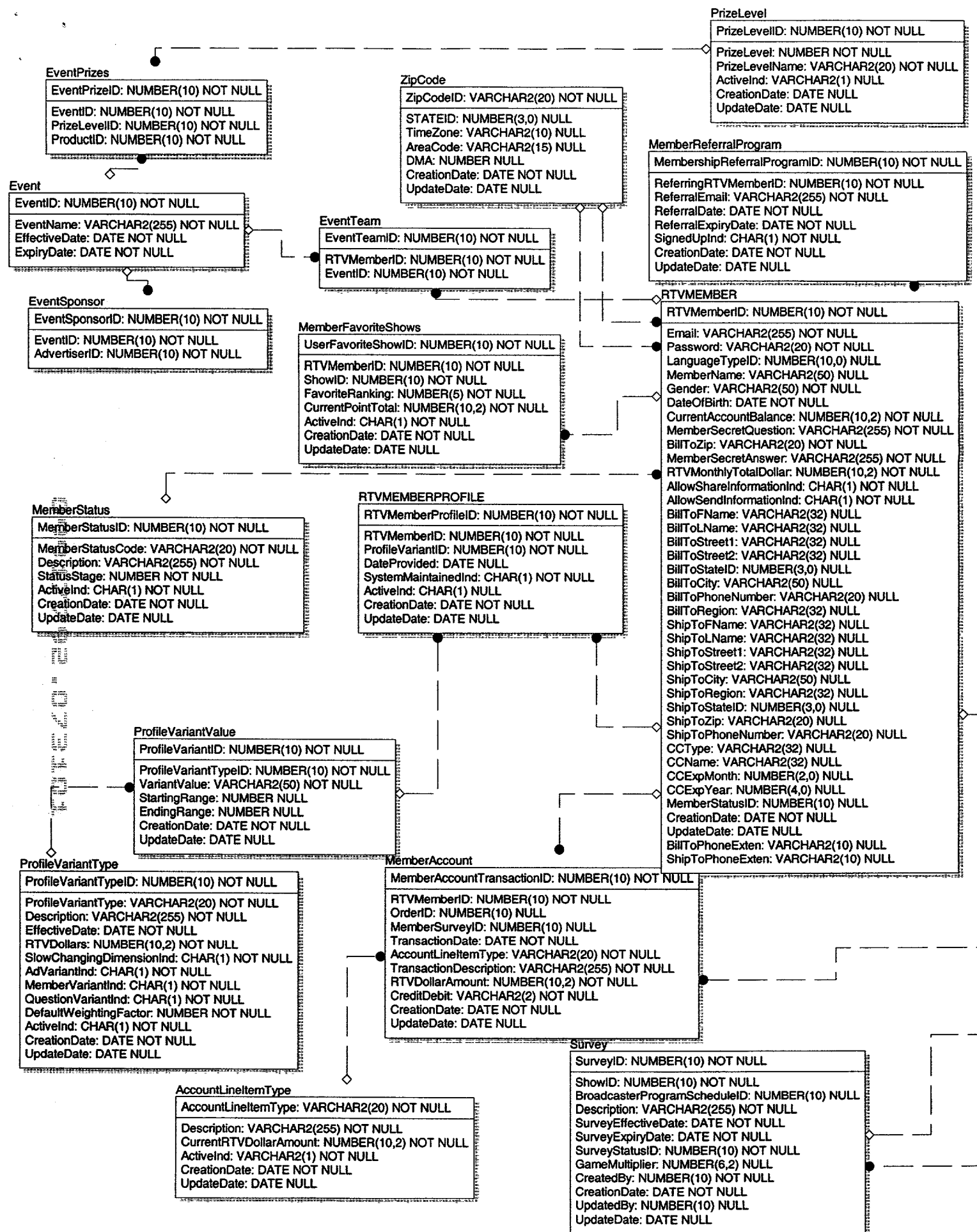


FIG. 15a

BroadcasterProgramSchedule

BroadcasterProgramScheduleID: NUMBER(10) NOT NULL

ShowID: NUMBER(10) NOT NULL
BroadcasterID: NUMBER(10) NOT NULL
AirDateTime: DATE NOT NULL
AirTime: NUMBER NULL
Duration: NUMBER(4) NULL
PartNum: NUMBER(5) NULL
NumOfParts: NUMBER(5) NULL
ClosedCaptionInd: CHAR(1) NOT NULL
StereoInd: CHAR(1) NOT NULL
RepeatInd: CHAR(1) NOT NULL
LiveTapeDelay: VARCHAR2(5) NULL
SubTitledInd: CHAR(1) NOT NULL
PremiereFinal: VARCHAR2(15) NULL
JoinedInProgressInd: CHAR(1) NOT NULL
CableInClassRoomInd: CHAR(1) NOT NULL
TVRating: VARCHAR2(4) NULL
SAPIndicator: CHAR(1) NOT NULL
BlackoutInd: CHAR(1) NOT NULL
SexRatingInd: CHAR(1) NOT NULL
ViolenceInd: CHAR(1) NOT NULL
LanguageRatingInd: CHAR(1) NOT NULL
DialogRatingInd: CHAR(1) NOT NULL
FantasyInd: CHAR(1) NOT NULL
EnhancedInd: CHAR(1) NOT NULL
ThreeDInd: CHAR(1) NOT NULL
LetterBoxInd: CHAR(1) NOT NULL
HDTVInd: CHAR(1) NOT NULL
DolbyInd: CHAR(1) NOT NULL
DVSInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

Question

QuestionID: NUMBER(10) NOT NULL

QuestionSubjectID: NUMBER(10) NOT NULL
ShowID: NUMBER(10) NULL
ADID: NUMBER(10) NULL
TypeOfQuestionID: NUMBER(10) NOT NULL
QuestionCategoryID: NUMBER(10) NOT NULL
LevelOfDifficultyID: NUMBER(10) NOT NULL
AtomicLevelQuestionInd: CHAR(1) NOT NULL
RandomizedWeightFactor: NUMBER(3) NOT NULL
QuestionStatusID: NUMBER(10) NOT NULL
TotalAtomicRTVDollars: NUMBER(10,2) NOT NULL
HintReductionRTVDollar: NUMBER(10,2) NULL
PostResponseMediaFile: VARCHAR2(255) NULL
AllowForMultipleResponses: CHAR(1) NOT NULL
RandomizeResponseInd: CHAR(1) NULL
CreatedBy: NUMBER(10) NOT NULL
CreationDate: DATE NOT NULL
UpdatedBy: NUMBER(10) NULL
UpdateDate: DATE NULL

QuestionResponse

QuestionID: NUMBER(10) NOT NULL
QuestionResponseNo: NUMBER(5) NOT NULL

CorrectAnswerInd: CHAR(1) NOT NULL
NumberOfRTVDollars: NUMBER(10,2) NOT NULL
PostMessageMediaFilePath: VARCHAR2(255) NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

QuestionResponseBins

QuestionResponseBinID: NUMBER(10) NOT NULL

QuestionID: NUMBER(10) NOT NULL
QuestionResponseNo: NUMBER(5) NOT NULL
BinID: NUMBER(10) NOT NULL
BinQuantity: NUMBER NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

RecallBins

BinID: NUMBER(10) NOT NULL

BinTypeName: VARCHAR2(20) NOT NULL
Description: VARCHAR2(255) NOT NULL
SortOrder: VARCHAR2(3) NULL
ActiveInd: VARCHAR2(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

MemberQuestionResponse

MemberQuestionResponseID: NUMBER(10) NOT NULL

MemberSurveyID: NUMBER(10) NOT NULL
QuestionID: NUMBER(10) NOT NULL
QuestionResponseNo: NUMBER(5) NOT NULL
TimeSpentResponding: NUMBER(6) NOT NULL
NumRTVDollars: NUMBER(10,2) NOT NULL
NumHintsRequested: NUMBER(5) NOT NULL
ProfileMatchInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

MemberSurvey

MemberSurveyID: NUMBER(10) NOT NULL

BroadcasterProgramScheduleID: NUMBER(10) NULL
RTVMemberID: NUMBER(10) NOT NULL
OtherSurveyID: NUMBER(10) NULL
DateTimeSurveyTaken: DATE NOT NULL
DateTimeSurveyCompleted: DATE NULL
MaximumRTVPointsAvailable: NUMBER(10,2) NOT NULL
SurveyExpiryDate: DATE NOT NULL
ProfileMatchingInd: CHAR(1) NOT NULL
FeaturedShowInd: CHAR(1) NOT NULL
CompletedInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
SurveyID: NUMBER(10) NULL

FIG. 15b

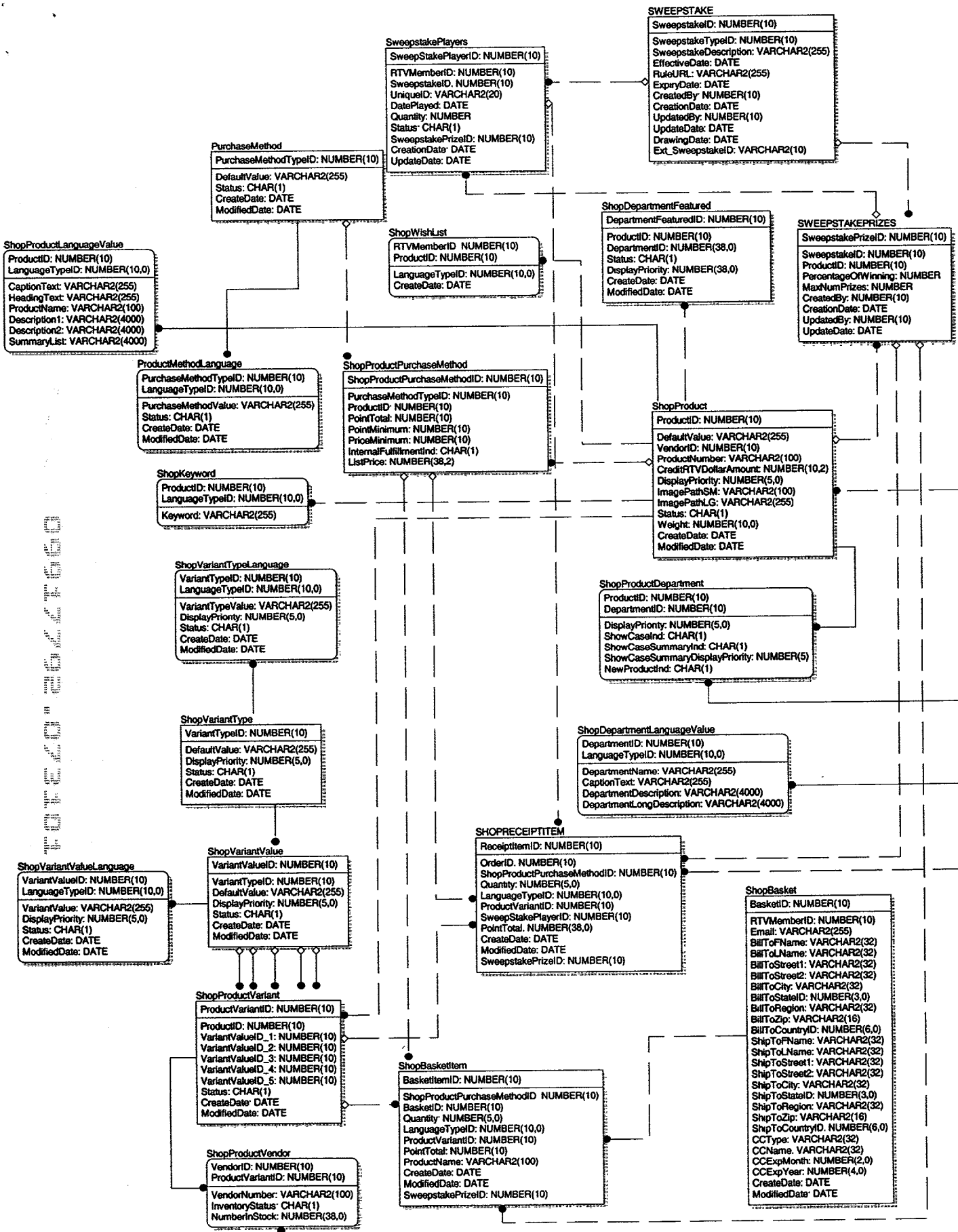


FIG. 16a

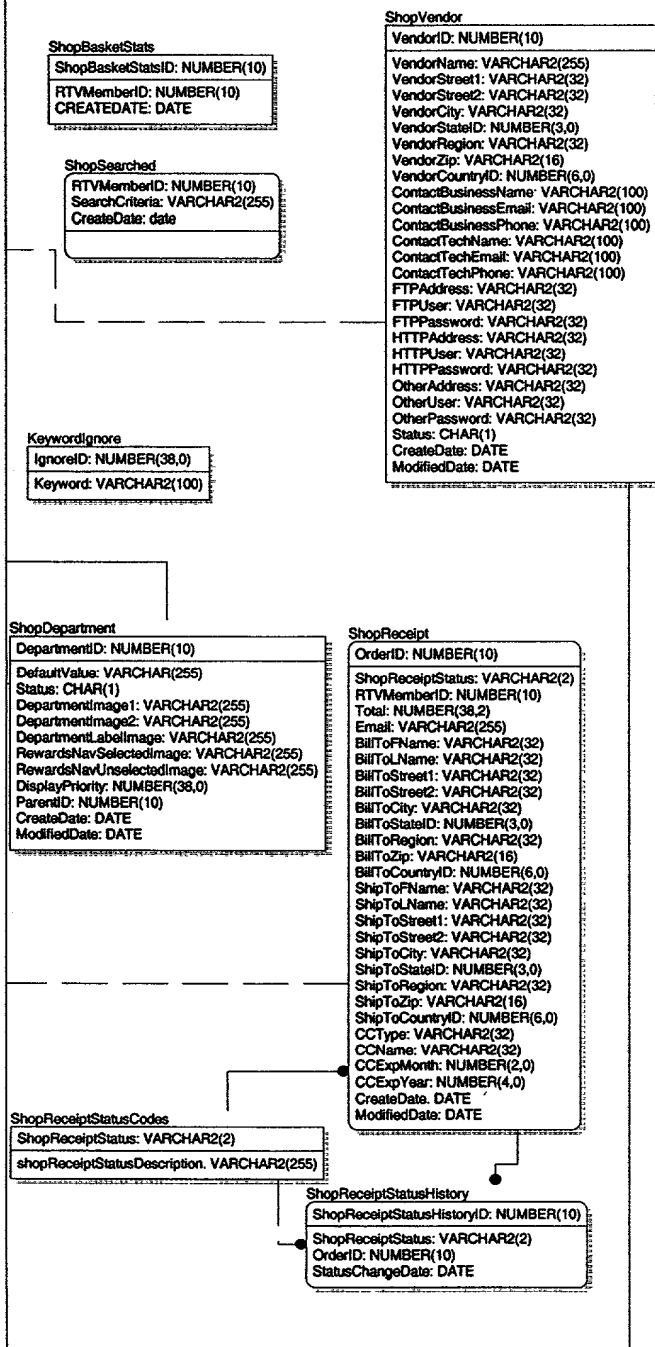


FIG. 16b

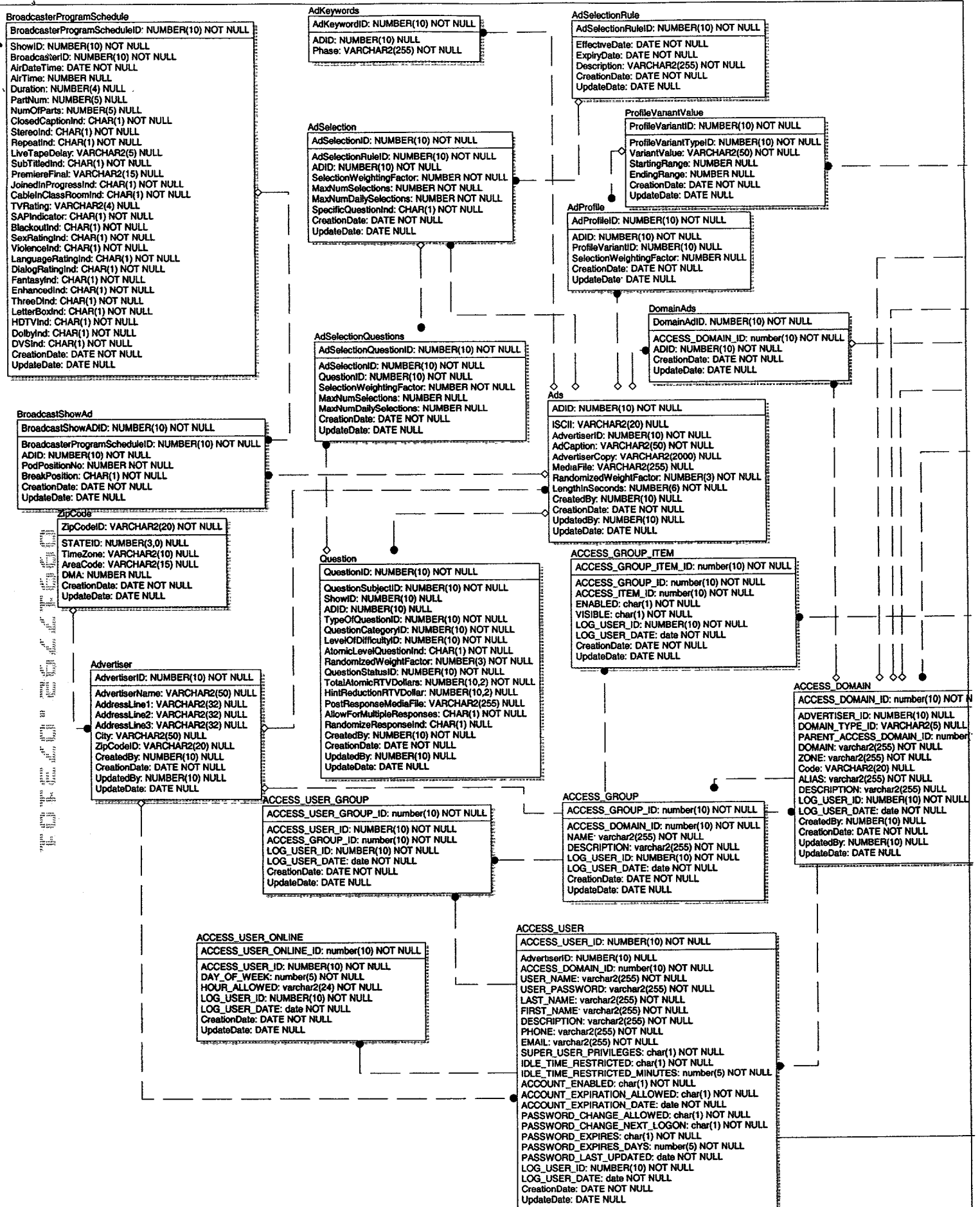


FIG. 17a

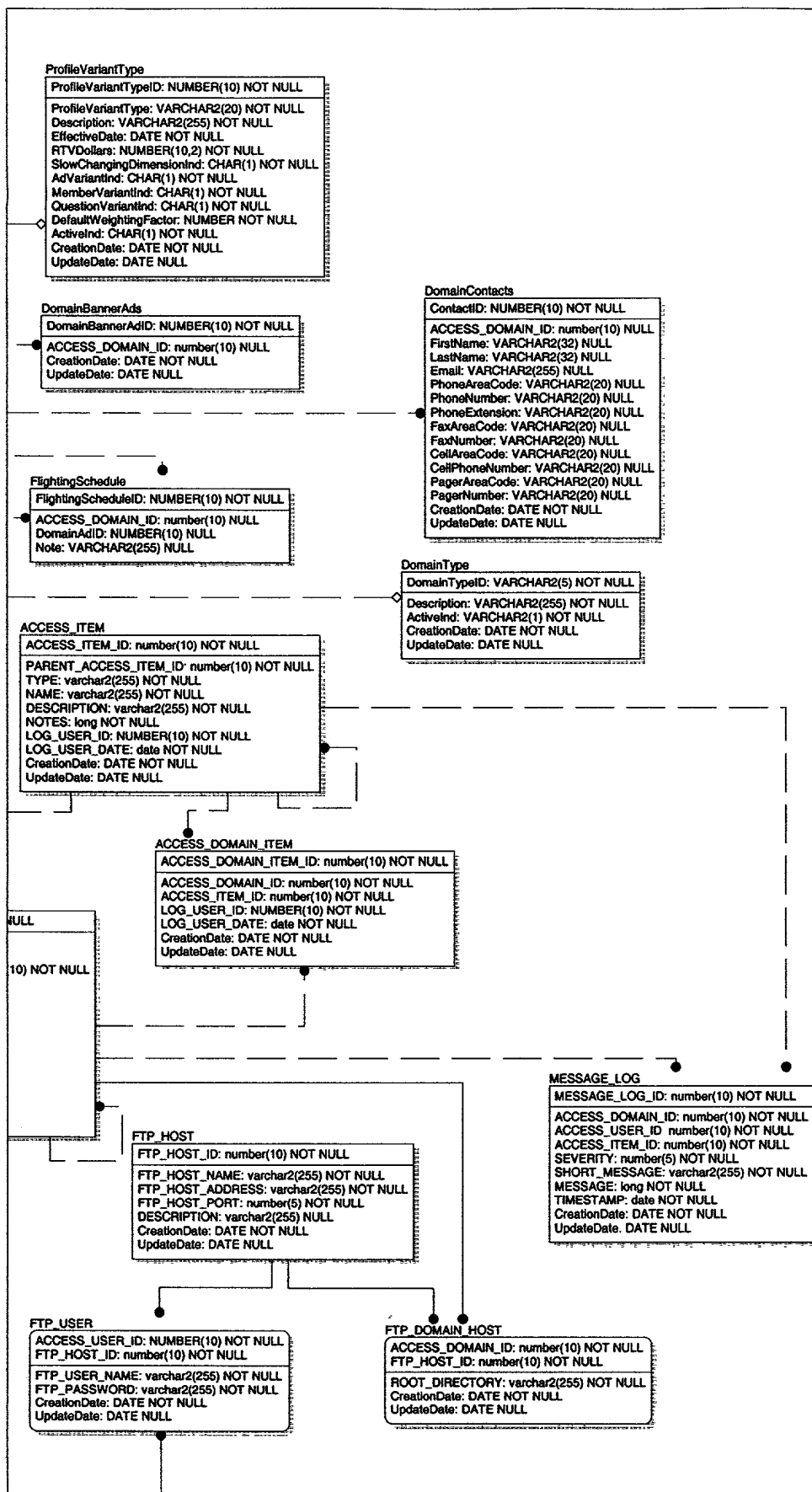


FIG. 17b

